A6825-1

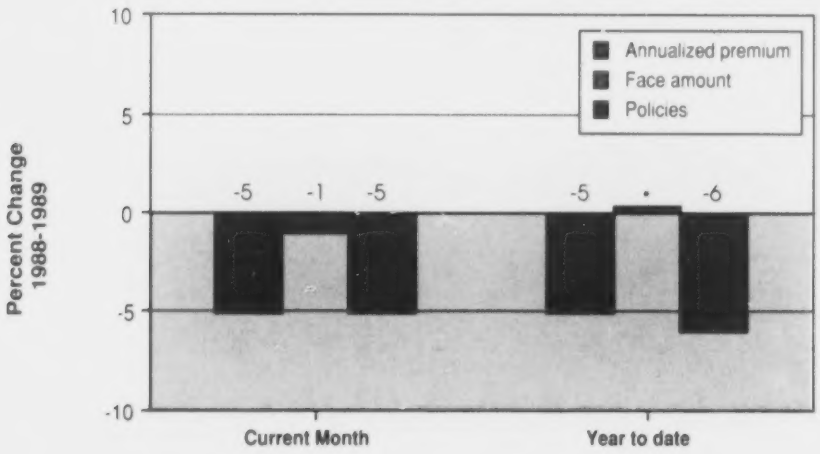
I/R Code 47.40

September 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Individual Sales

122 Companies

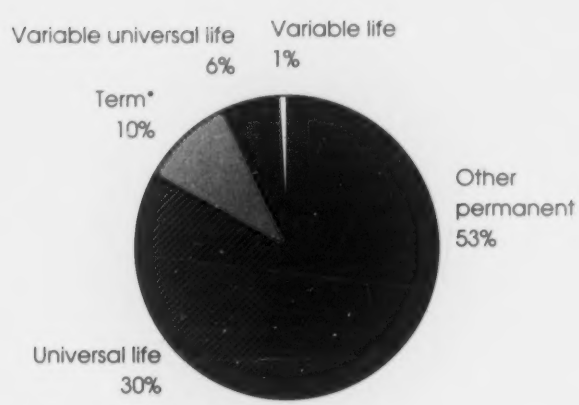


*Less than 1/2 of 1 percent

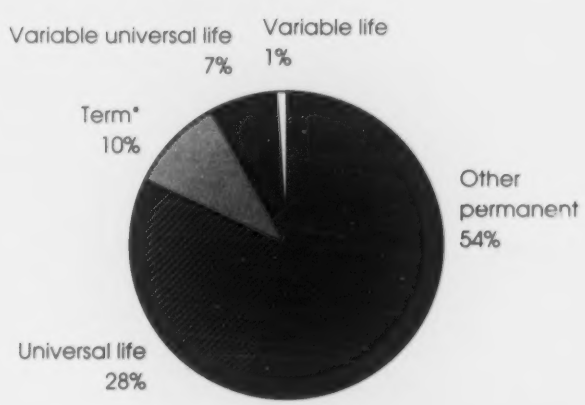
Annualized premium includes 10 percent of single premiums. Some companies report only premium (without corresponding face amount) for single premium paid-up addition riders.

Annualized Premium Market Share by Product

Current Month



Prior 12 Months (September 1988 – August 1989)



*Estimated based on 85 companies

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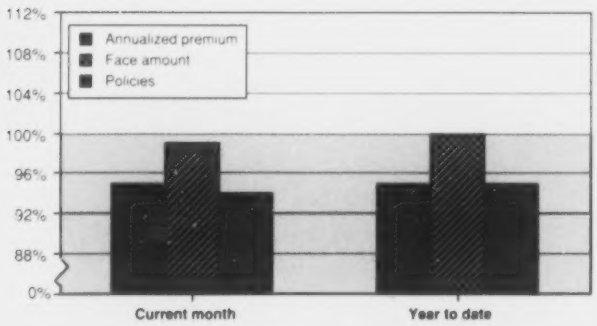
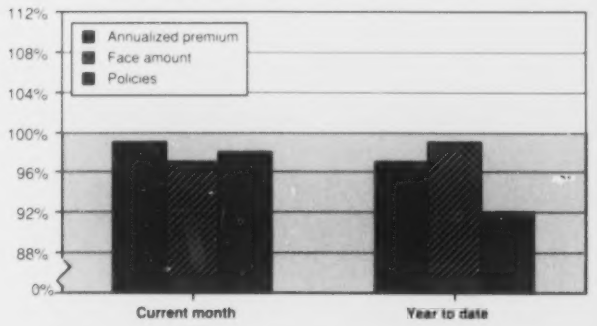
111 Ordinary Companies and Departments

Ratio 1989/1988



17 Home Service Companies and Departments

Ratio 1989/1988



Policy Characteristics – All Companies

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Total home service companies and departments	$15.61	$ 13,883	$ 217
Total ordinary companies and departments	$ 9.22	$ 93,343	$ 860
Total sales	$ 9.59	$ 69,727	$ 669

Policy Characteristics by Product

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Term (85 cos.)	$ 2.56	$ 160,909	$ 411
Universal life (106 cos.)	$10.64	$ 92,906	$ 989
Variable life (18 cos.)	$13.33	$ 84,876	$ 1,132
Variable universal life (27 cos.)	$12.21	$ 100,895	$ 1,232
Other permanent* (84 cos.)	$16.80	$ 37,244	$ 626

*Includes current-assumption whole life

Sales Comparisons with Last Year

Year to Date Ratio 1989/1988

	Annualized premium	Face amount	Number of policies
Term (85 cos.)	97%	98%	92%
Universal life (106 cos.)	104%	105%	101%
Variable life (18 cos.)	46%	62%	51%
Variable universal Life (27 cos.)	84%	89%	98%
Other permanent* (84 cos.)	91%	100%	91%

*Includes current-assumption whole life

Single Premium vs. Periodic Premium

(in thousands)

	Single premium (full value)			Annualized premium (excluding single)		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
Month	$ 216,967	$ 69,867	32%	$ 490,404	$ 481,301	98%
Year to date	$ 2,845,073	$ 757,034	27%	$ 4,259,488	$ 4,246,688	100%

Universal Life

Interest Rates This Month

Median	8.6%
Range	6.9% - 10.0%
Range of middle 50%	8.2% - 9.0%
Number of companies reporting	97
Number of plans reported	285

Contributors' Growth Rates

Change in Annualized Premium
Year to Date

Percent change 1988 - 1989	Number of . . . Ordinary cos./depts.	Home service cos./depts.
21% or over	15	0
11% – 20%	12	2
1% – 10%	27	3
-9% – 0	24	8
-19% – -10%	20	3
-20% or under	13	1

September Sales*

	Annualized premium+ (000)			Face amount (000)			Number of policies		
122 Companies									
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 404,740	$ 416,742	103%	$ 38,996,359	$ 41,898,756	107%	594,343	596,699	100%
February	480,261	433,798	90	47,791,305	45,852,111	96	769,408	683,716	89
March	555,958	533,068	96	55,532,813	55,718,703	100	897,229	815,857	91
April	525,050	476,372	91	51,717,194	50,554,960	98	792,778	744,068	94
May	520,542	516,837	99	51,519,154	53,750,917	104	782,569	769,432	98
June	539,498	519,905	96	53,381,659	54,136,373	101	808,606	760,314	94
July	483,135	441,432	91	47,412,403	46,165,661	97	702,831	646,333	92
August	522,710	495,949	95	52,230,032	52,405,977	100	778,633	726,795	93
September	512,101	488,288	95	50,762,415	50,025,982	99	757,468	717,829	95
October	489,966			51,199,184			761,023		
November	508,630			52,479,362			766,413		
December	709,183			65,883,918			850,417		
Year Total	$6,251,774			$618,905,798			9,261,718		
Year to date	$4,543,995	$4,322,391	95%	$449,343,334	$450,509,440	100%	6,883,865	6,461,043	94%
111 Ordinary Companies and Departments									
Month	$ 465,334	$ 441,984	95%	$ 47,722,555	$ 47,079,792	99%	536,677	501,878	94%
Year to date	$4,116,824	$3,906,239	95%	$422,360,061	$423,849,611	100%	4,795,331	4,540,787	95%
17 Home Service Companies and Departments									
Month	$ 46,767	$ 46,304	99%	$ 3,039,860	$ 2,946,190	97%	220,791	215,951	98%
Year to date	$427,171	$416,152	97%	$26,983,273	$26,659,829	99%	2,088,534	1,920,256	92%

+Includes 10 percent of single premiums

*Excludes $210 million of corporate-owned life insurance premiums reported in 1988 and $264 million reported in the first nine months of 1989.

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration) and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 122 companies — and their 56 subsidiary companies — operating in the United States. These contributors represent 61 percent of the 1987 United States ordinary volume sold and 69 percent of 1987 *first-year collected* premiums. Since no industry data are available on total *annualized* new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

Contact: Elaine F. Tumicki, CLU, ChFC
- Project Director
Andrea L. Sohacki
Susan M. Rosenberger
Ellen M. Bush
Diane Stefanik

—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

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September 1989

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Note: Life of Georgia and Southland Life (home service division) have merged. All back data have been revised to reflect this change.

Ordinary Sales Revised Through September 1989

Large-case Corporate-owned Life Insurance (excluded from the survey)

(Sales results of three companies)

	Annualized premium (000)		Face amount (000)		Number of policies	
	1988	1989	1988	1989	1988	1989
First quarter	$ 13,570	$ 70,010	$ 171,934	$1,752,254	1,357	7,057
Second quarter	34,180	106,040	138,634	3,905,095	2,050	11,847
Third quarter	158,677	88,345	1,202,511	2,065,758	19,795	12,061
Fourth quarter	3,509		72,199		152	
Year Total	$209,936		$1,585,278		23,354	
Year to date	$206,427	$264,395	$1,513,079	$7,723,107	23,202	30,965

Total Single Premium (000)

	1988	1989	Ratio 89/88
January	$ 332,152	$ 106,765	32%
February	345,754	86,271	25
March	380,253	97,872	26
April	330,491	78,156	24
May	308,532	87,477	28
June	345,564	83,932	24
July	302,925	68,790	23
August	282,435	77,904	28
September	216,967	69,867	32
October	174,163		
November	155,423		
December	195,299		
Year Total	$3,369,958		
Year to date	$2,845,073	$ 757,034	27%

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111 Ordinary Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 367,433	$ 378,173	103%	$ 36,730,678	$ 39,471,287	107%	403,639	412,392	102%
February	432,020	390,195	90	44,880,916	43,080,182	96	527,807	478,885	91
March	500,685	482,911	96	52,068,997	52,446,094	101	624,307	584,644	94
April	476,791	428,913	90	48,665,964	47,463,546	98	556,965	525,143	94
May	470,584	465,521	99	48,371,982	50,468,137	104	537,106	536,180	100
June	488,927	471,852	97	50,132,843	51,047,279	102	567,152	545,467	96
July	440,022	397,989	90	44,636,457	43,443,434	97	495,432	447,970	90
August	475,028	448,701	94	49,149,669	49,349,860	100	546,246	508,228	93
September	465,334	441,984	95	47,722,555	47,079,792	99	536,677	501,878	94
October	443,149			48,106,180			539,883		
November	463,426			49,499,259			552,292		
December	661,784			62,931,929			631,915		
Year total	$5,685,183			$ 582,897,429			6,519,421		
Year to date	$4,116,824	$3,906,239	95%	$ 422,360,061	$423,849,611	100%	4,795,331	4,540,787	95%

17 Home Service Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 37,307	$ 38,569	103%	$ 2,265,681	$ 2,427,469	107%	190,704	184,307	97%
February	48,241	43,603	90	2,910,389	2,771,929	95	241,601	204,831	85
March	55,273	50,157	91	3,463,816	3,272,609	94	272,922	231,213	85
April	48,259	47,459	98	3,051,230	3,091,414	101	235,813	218,925	93
May	49,958	51,316	103	3,147,172	3,282,780	104	245,463	233,252	95
June	50,571	48,053	95	3,248,816	3,089,094	95	241,454	214,847	89
July	43,113	43,443	101	2,775,946	2,722,227	98	207,399	198,363	96
August	47,682	47,248	99	3,080,363	3,056,117	99	232,387	218,567	94
September	46,767	46,304	99	3,039,860	2,946,190	97	220,791	215,951	98
October	46,817			3,093,004			221,140		
November	45,204			2,980,103			214,121		
December	47,399			2,951,989			218,502		
Year total	$ 566,591			$ 36,008,369			2,742,297		
Year to date	$ 427,171	$ 416,152	97%	$ 26,983,273	$ 26,659,829	99%	2,088,534	1,920,256	92%